



ILION FR Fitting Room

Assisted fitting room, change the way you buy

PRESENTATION

Several studies indicate how important it is to have a fitting room in a shop. Buyers spend an average of 3 to 5 minutes in it, resulting decisive for sales, more than in any other part of the store.

In this sense, **ILION FR** offers a new customer experience by offering an interactive screen, the ability to see the available stock in store, sizes available and to propose additional complementary items,...providing new possibilities for the seller to give value to it's products.

ADVANTAGES

CUSTOMER

- **NOVELTY.** New shopping experience.
- **IMAGE.** The fitting room as part of the store.
- **FREEDOM.** Buy with all the information and attention but without pressure.
- **SIMPLICITY.** Through LCD touch screens with gestural interface located in the fitting rooms, and using bar code readers, allows accessing the info of the selected garment, sizes available, related products, accessories.... without leaving the fitting room and with an easy to use interface.

STORE

- **AGILITY.** The customer has all the information (product stock, prices, sizes, clothing or accessories to match) without having to seek the store staff and asking them to research in the system.
- **CORPORATE IMAGE.** Enhance the corporate image of a space, in most cases, forgotten.
- **EFFICIENCY.** Better management of shop resources and customer responsiveness.
- **FORECAST.** Knowledge in the system regardless of the ability of store personnel.
- **MARKETING.** Suggestions to customers depending on product sales need, highlighting promotions.